

**Subject:** Employment and demographic study for DTLA

**From:** Shane Phillips <sphillips@ccala.org>

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**CC:** Jessica Lall <jlall@ccala.org>, Marie Rumsey <mrumsy@ccala.org>

Dear BID stakeholders,

As was discussed at our recent meeting, CCA is looking to engage Beacon Economics to provide employment and demographic data for Downtown LA. Our goal with the proposed research is to set a benchmark for future estimates of growth, and to inform our policy discussions and advocacy based on the most accurate and up-to-date information available. Attached is the proposed agreement with Beacon, which is still in draft form and pending approval from the CCA board.

We want this data to be useful for Downtown as a whole but also for the individual BIDs, so we've asked Beacon to break out the jobs and demographic data at the BID level as well. There is an incremental cost associated with each BID that we add, **so we're asking that any BIDs interested in participating bear a share of the total cost, up to \$4,000 each.** Depending on participation, we may be able to bring that cost down to as low as \$3,000 each because the Downtown-wide costs will be borne by more folks. Note that the "Geo-Spatial Analysis" row will not be included in this contract, so the maximum possible cost for this contract is \$35,250 (\$10,000 for Detailed Employment Analysis, \$5,000 for Resident Demographic Information, and 9 x \$2,250 for BID subregional breakouts). We want this to be as useful as possible to everyone, so CCA staff will also be available to assist any of the participating BIDs with interpreting the data or other follow-up after Beacon's work is complete.

**If you're interested in having your BID participate or if you have any questions, please contact us by the end of the week.** We understand that final approval for most of you will be contingent on your respective boards' authorization. If you need any additional information or have any input on the proposal, feel free to get a hold of me, Marie, or Jessica and we can discuss further.

Thank you,

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**Shane Phillips**

Director of Public Policy

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[Treasures of Los Angeles is on May 11](#) — have you bought your table yet?

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